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LONG'S SEP 7 1929

U. S. Department of Agriculture

GARDEN BOOK FALL 1929



LONG'S

"Show Me" Iris Collection

One root each of:

AMBASSADEUR
ANNA FARR
BLACK PRINCE
DREAM
IRIS KING

LaNEIGE
LENT A. WILLIAMSON
LORD OF JUNE
MOTHER OF PEARL
ORIFLAMME

These 10 fine varieties, each root labeled, for only \$2.00; 3 collections for \$5.00. Prepaid.

J. D. LONG

*Better Bulb Grower
Boulder, Colorado*

LONG'S Fine Irises at Low Prices

My Iris plantings have made such a wonderful increase that I'm able to sell at the following very low prices for such splendid varieties, many heretofore being too high priced for the average garden. But now is your opportunity to plant the newer Irises liberally, and enjoy "New thrills from new Irises."

Plant Iris in the Fall

That's the best time, though may be set out in the early spring. But fall is best. That's when I plant mine. That's when all large growers plant.

Splendid Varieties of Iris

Healthy stock, grown in sunny Colorado, the ideal iris climate. Standard divisions, all guaranteed true to name.

All Iris priced prepaid anywhere in U. S. (Canada customers please write for prepaid prices.)

AMBASSADEUR. A remarkable French variety that will eventually be in the collection of every iris lover. Standards bronzy-violet. Falls rich velvety red-violet. Each 35c (4 for \$1.00) (25 for \$5.00) (100 for \$18.00).

ANNA FARR. Standards white, lightly bordered pale blue. Falls white with pale blue markings. Each 30c (5 for \$1.00) (25 for \$4.50) (100 for \$16.00).

ASIA. Very tall, robust plant. Standards pale lavender, suffused yellow at base. Falls light violet-purple. Each \$1.50 (3 for \$3.00).

BLACK PRINCE. The true Perry origination. (Not Kochi often listed as Black Prince.) Standards intense violet-blue. Falls black-purple, suggesting that rich velvety texture of the famous Dominion iris. Each 30c (5 for \$1.00) (25 for \$4.50).

CANDLELIGHT. (New) Flowers of pale pinkish lavender, strongly illuminated from within with a rich golden glow. Each \$10.00.

DREAM. Standards and falls both lilac to Chinese violet. Classed as pink, and one of the finest in this color class. A sure enough lovely dream. Each 25c (7 for \$1.00) (25 for \$3.00) (100 for \$11.00).

GAVIOTA. Creamy white, edged yellow. Each, 50c.

GLOWING EMBERS. Brownish lavender to pansy-purple. Each \$3.50.

KOCHI. (Often called Black Prince). Both standards and falls rich velvety-purple. Early. 3 for 25c (20 for \$1.00).

ISOLENE. Standards lovely rose-pink. Falls purplish-old rose with golden throat. 2 for 30c (10 for \$1.00).

IRIS KING or "King of Iris." Standards golden yellow. Falls rich velvety-maroon, bordered yellow. Superb. 3 for 25c (16 for \$1.00) (100 for \$5.00).

LaNEIGE. Pure glistening, waxy-white. The standards are carried horizontally, and resemble those of the Spanish and English iris. Exquisite French variety. 2 for 25c (14 for \$1.00) (100 for \$6.00).

LENT A. WILLIAMSON. Very large flowers on tall, strong stems. Standards lavender-violet. Falls velvety violet-purple. The whole flower is suffused yellow, more heavily towards the center. A massive iris, vigorous in growth, and a beauty. 2 for 35c (9 for \$1.00) (100 for \$8.00).

LORD OF JUNE. Standards lavender-blue. Falls rich violet-blue. Fine fragrance. Very large. Each 50c (3 for \$1.00) (10 for \$3.00).

MOTHER OF PEARL. Both standards and falls iridescent shades of mother of pearl. Good large flowers on tall stems. Each 35c (4 for \$1.00) (25 for \$5.00).

MRS. NEWBRONNER. Rich golden daffodil-yellow. 3 for 25c (20 for \$1.00).

ORIFLAMME. An enormous-flowered French iris of most pleasant color combination. Standards dark lavender. Falls hortense-violet. Edges of the sweetly-scented blooms are daintily waved or crimped like a Spencer sweet pea. 2 for 25c (14 for \$1.00) (100 for \$6.00).

SANTA BARBARA. Fine pure lavender-blue. Each \$3.00.

SOUV. de MADAME GAUDICHAU. Standards violet-blue. Falls velvety black-purple. Each 50c (3 for \$1.00) (10 for \$3.00).

SWEET LAVENDER. Standards French-gray lavender. Falls dark purple. Each 50c (3 for \$1.00) (10 for \$3.00).

WHITE KNIGHT. Strong growing plant with pure white blossoms. 2 for 25c (14 for \$1.00).

Special to Dealers and Large Growers

Write for prices, F. O. B. Boulder, on large lots of any of the foregoing Iris. Have fine large stocks of *Ambassadeur*, *Anna Farr*, *Black Prince*, *Bruno*, *Dream*, *Iris King*, *LaNeige*, *Lent William-son*, *Oriflamme*.

The Famous "Bruno" Iris

Very large and impressive. Upright petals, bronze, tinted lavender. Lower petals rich, velvety red-purple. Petals unusually thick and "leathery," and of lasting substance.

Now you can afford to get started with this world famous Iris, for I'm offering the roots in three sizes.

LARGE BRUNO ROOTS. Selected for size, and eyes for liberal increase. Each \$6.00.

MEDIUM BRUNO ROOTS. With many growers these would pass for standard or usual size divisions. Very good. Each \$4.00.

SMALL BRUNO ROOTS. Good for propagating, but may not bloom first season. Each \$2.00.

Bruno Roots Free With Large Orders

If your Iris order amounts to \$12.00 or more, I will send you a small root of Bruno free.

If Iris order amounts to \$20.00 or more, I will send you a medium root of Bruno free.

If Iris order amounts to \$30.00 or more, I will send you a selected large root of Bruno free.

Suggestions for Growing Iris

Plant any time in fall or very early in spring. Fall by far the best, account the iris starts growth so early in spring. As a matter of fact, iris can be moved any time ground not frozen, with comparative safety—even when in bloom.

Always cut top back to within several inches of the root when dividing and moving, unless entire clump taken up with plenty of dirt with it. **Iris can't stand wet feet.** If soil not well drained, set the iris roots in raised beds or rows, so water will drain off readily. Plant the roots very shallow, barely covering the thick fleshy portion. Press the root or rhizome firmly with foot after planting. "Step on it," and step hard.

Water until root growth is well begun. Little attention needed after that. Don't worry if the long thin roots dry up in shipping. What we often call an iris root is, strictly speaking, a rhizome. This is the large fleshy portion of the plant at the base of leaves. The rhizome has fine thread-like roots which run a foot or so through the soil gathering food and moisture for the plant. If these small roots are broken or cut off, or dry up in shipping, new ones will at once be sent out from the rhizome when transplanted and watered. Set roots a foot or more apart. Each small division will make a clump in a few years. Divide clumps and re-set when get quite large or refuse to bloom well. Working a handful of ordinary unslaked lime into soil for each hill is a fine idea.

A light coarse mulch over fall planted iris roots, the first winter, is advisable. Any trash from garden will do. Or, hill up around each root with soil. Be sure to remove early in spring. Keep manure away from iris roots. Don't over-water them. Remove and burn dead tops **very early** in spring. Or, burn with quick fire right on the row or bed. A torch for this is easily made by tying an old gunnysack or rags to a stick, then soaking the cloth with kerosene.

To ship iris roots safely, pack them dry. They don't need moisture; may be ruined by it. If dug when soil is very damp, dry the roots a day or two before packing. I turn an electric fan on them several hours if seem too damp. Just a few roots may be wrapped in dry paper. Larger lots should be packed in dry excelsior. Some growers let the iris roots lie exposed to air for days before resetting, even when dug and replanted in their own gardens. Seems queer, but the iris seems to live and thrive largely on air and sunshine. That's why roots should never be planted deep nor soil hilled up over the crowns or clumps as they increase in size in garden.

Join the American Iris Society. You will receive many helpful leaflets and bulletins. Drop me a line for further information and application blanks.

As my customers understand, I discontinued the small, early varieties of tulips some years ago. This because the Giant Darwin, Cottage, and Breeder varieties are so much larger and finer. Also, because in many sections the early tulips are too early — are often nipped by Jack Frost.

For real tulip value and joy, invest in these that come just a little later, but are much larger and far better for cutting.

Note the additions I've made to my Darwin varieties this fall. Every variety a winner, making this list the cream of the Darwins.



LONG'S Giant Darwin Tulips

Very large cup-shaped blooms, carried on tall, stiff stems. Splendid for garden display and unsurpassed for cutting. Six bulbs at dozen rate. 50 at 100 rate. All are large, strong, healthy bulbs.

	Per Doz.	Per 100
67. Baronne De La Tonnaye. One of the tallest and largest Darwins. Bright rose, margined blush-rose.....	\$.50	\$3.80
68. Bartigon. Fire-red, with white base. Strong stem. Forces well.....	.60	4.40
69. Clara Butt. Bright salmon-pink.....	.50	3.70
70. Dream. Lilac-rose. Very large.....	.70	4.80
71. F. Sanders. Immense bright scarlet...	.60	4.20
72. Madame Krelage. Bright rose with lighter border.....	.50	3.90
74. Pride of Haarlem. Bright carmine-rose.	.50	3.90
75. Rev. Eubank. Heliotrope-lilac, light edged.....	.70	4.80
76. The Sultan. Rich maroon-black.....	.50	3.70
77. White Queen. Creamy-white, tinged blush-pink.....	.60	4.20
78. Wm. Copeland. Bright lavender.....	.70	4.80
79. Wm. Pitt. Rich crimson-scarlet.....	.70	4.80
80. Long's Special Mixture. Extra fine mixture of Darwins. A few Cottage kinds included to increase variety of colors.....	.50	3.80

LONG'S Cottage Tulips

Same season and habit of growth as Giant Darwins, fitting in well with them and supplying several colors lacking in the Darwins.

	Per Doz.	Per 100
61. Yellow (Inglescombe). Rich satiny-yellow globe-shape flowers. Sometimes called "Yellow Darwin".....	\$.60	\$4.20
62. Picotee (Maiden's Blush). A long-shaped flower with recurved petals. Pure white, margined rose.....	.50	3.80

LONG'S Old-Fashioned "Parrot" Tulips

Complying with request of a number of customers, I am importing some of these odd tulips with fringed and crinkled petals. The buds are supposed to resemble a parrot's head. Parrot Tulips Mixed. Doz. 60c; 100 for \$4.20.

(Free culture directions with each bulb order.)

LONG'S Breeder Tulips of Unusual Colors

Similar to Darwins in size and shape. Just a little later and larger. These popular richly-hued Breeders come in rare colors and color combinations as noted.

		3 for	Per Doz.	Per 100
81.	Bronze Queen. Delicate shade of brown, inside tinted golden bronze..	\$.20	\$.70	\$4.50
82.	Cardinal Manning (Goliath). Dark violet, shaded rosy-brown.....	.20	.75	5.00
83.	Don Pedro. Coffee-brown, shaded maroon. Inside glittering mahogany	.35	1.20	9.00
84.	Louis XIV. Rich purple with golden bronze margin. Inside bronzy-purple. Enormous flower.....	.30	1.00	7.00
85.	St. James. Dark rosy-lilac, edged bronzy-tan, with coppery-rose flush at tips of petals. Inside mahogany, edged golden-brown.....	.25	.80	6.00
86.	Velvet King. Velvety purple-blue. Inside deep crimson. Creamy-white base.....	.30	1.00	7.00
87.	Breeder Tulips Mixed. Not labeled	.25	.80	5.50

LONG'S Trumpet Narcissi

(All Narcissus Bulbs Prepaid in U. S.)

King Alfred Giant Narcissus

20. Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth, deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Sure to please. Each 25c; doz. \$2.60; 2 for 45c.

(6 Bulbs at dozen rate.)



All Are Good for Either Pots or Garden

21. **Empress.** The favorite bi-color; trumpet large, rich golden yellow; petals or perianth white; long stem; a beauty. 2 for 25c; doz. \$1.30.

22. **Emperor.** Like Empress in size and type, and robust growth, but entire flower is pure golden-yellow. The two make a fine pair. 2 for 25c; doz. \$1.30.

23. **Sir Watkins.** The wide spreading petals are primrose-yellow. The cup bright yellow, often orange. 2 for 25c; doz. \$1.30.

24. **Poeticus Ornatus.** White petals, small yellow cup, margined scarlet. Fragrant. Doz. 90c; 25 for \$1.60.

LONG'S Double Narcissus

25. **Von Sion.** The well-known yellow daffodil much grown in pots by florists. Is hardy in garden also. 2 for 25c; doz. \$1.40.

LONG'S "Paper-White" Narcissus



Blooms Splendidly in a Bowl of Water

For indoors only. Will bloom in soil or water. May be put into pots or bowls any time from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. Good strong American-grown bulbs. Each 10c; 3 for 25c; doz. 90c; 25 for \$1.70; 100 for \$6.50; prepaid in U. S.

Delphinium Plants

Set Them Out In September

From same beds as offered on page 3 my spring catalogue. Mixed colors only, as described in catalogue. 7 plants for \$1.00; 15 for \$2.00; 33 for \$4.00, prepaid.

Baby's Breath (Gypsophilia) Roots

Described on page 11 my spring catalogue. About one-fourth will come double. Color, white. 7 roots for \$1.00; 15 for \$2.00, prepaid.

Statice (Sea Lavender) Roots

Something like Baby's Breath, but blue. 4 for \$1.00; 9 for \$2.00, prepaid.

SONG'S Fragrant Hyacinths

(All Hyacinth Bulbs Prepaid in U. S.)



Hyacinths for Pots

Good size bulbs that do especially well in pots, but are of course splendid for outdoors also. Six choicest named varieties, embracing all the most desirable colors.

1. **L'Innocence.** Best pure white.
2. **Gigantea.** Large blush-pink; fine.
3. **Gertrude.** Splendid rose-pink.
4. **La Victoria.** Best red hyacinth.
5. **Queen of Blues.** Light blue or lavender.
6. **King of Blues.** Rich, deep blue or purple.

Price for any of the above, assorted or alike, each kind labeled: Each 20c; doz. \$2.25. These are the good-sized ones, for potting or bedding.

Bedding Hyacinths

The same fine named varieties as described above but smaller size, though plenty large for potting also, and just fine for outdoors. Produce fine spikes, but not so large as the potting bulbs. 11. **White**; 12. **Light Pink**; 13. **Rose-Pink**; 14. **Red**; 15. **Light Blue**; 16. **Purple**. Prices: Each 15c; doz. \$1.50.

In potting hyacinths, narcissi and tulips, do not set bulbs deep in pots, like outdoors, but just cover them well. Be sure to give drainage, and water well after potting. Hyacinths and Narcissi seem to be easier to bloom indoors than the tulips. The big secret of the whole matter is to set the potted plants away in a cool dark place and leave them there long enough, keeping soil just damp but not muddy. The roots must be well developed, and lots of them, and tops well started before brought to light.

LONG'S

Delightful Double Peonies



Year-Old Peony Roots. *Last fall I divided and reset practically my entire stock of peonies. Therefore, I shall have no divisions to offer this season. Not caring much to sell any the year-old roots, but rather than drop out a year, and in justice to my customers who depend on me for peonies, I will sell you year-old roots, grown from small to medium size divisions set out last fall, as follows:*

PRICES ARE FOR ONE ROOT. 10 Roots or more, alike or assorted, 10% Discount. Prepaid in U. S.

AVALANCHE. Very large ivory-white. Each \$1.20.

ELWOOD PLEAS. Light rose or shell-pink, shading to a delicate lilac-white; delightfully fragrant. Mrs. Pleas says this is the finest of all her originations. "I claim," she says "this is my Peony King. It has the advantage of travel and notoriety; of having sold for a higher price than any other known peony. It never fails to open six to nine huge flowers on each stem, remaining in bloom a long time." Each \$2.40.

FRANCES WILLARD. Bluish-white with an occasional touch of carmine, changing to pure white. Very large and fine. Each \$2.25.

GROVER CLEVELAND. Brilliant bright crimson; large compact flower of fine form. Each \$1.40.

JUBILEE. Gigantic ivory-white. Each \$2.50.

KARL ROSENFELD. Rich velvety-crimson. Very large, globular, compact, semi-rose type. Free bloomer and good keeper when cut. A most popular brilliant red peony. Each \$1.20.

LONGFELLOW. A striking bright crimson which does not fade in the sun. Good bloomer. Each \$3.00.

MARTHA BULLOCK. Enormous rose type. Silvery shell-pink, shading to deep rose-pink in center. The plant is tall, strong and vigorous. The stout stems hold the immense blossoms well above the foliage. Each \$6.00.

LONG'S

MARY WOODBURY SHAYLOR. Large flowers of semi-rose type with broad, incurved guards of soft shell-pink. The center is flesh, shading to creamy yellow at the heart, with golden lights at base of petals reflected from concealed stamens. Midseason. Each \$6.00.

MRS. EDWARD HARDING. Large blooms of clearest white suffused with a delicate golden reflection from the concealed petals. Plant is of ideal habit, strong, upright, vigorous and with good stems. Each \$9.00.

OFFICINALIS RUBRA. The ever popular old-time extra early red "piney" that in our locality, and many others, is almost always in bloom for Decoration Day. Each \$1.00.

SARAH BERNHARDT. Apple-blossom pink, with each petal silver tipped. Each \$2.00.

SOLANGE. Very unusual type and color. The flower is cup shaped; outer petals delicate lilac waxy-white, deepening towards the center with salmon to Havana brown shading. A delightfully different peony that no other variety can supplant in any high-class collection. Each \$3.00.

THERESE. Bright pink of even color; very large, magnificent, fragrant blossoms on stout, erect stems. Considered by many peony experts the finest pink peony in cultivation. Each \$2.00.

WALTER FAXON. Pure light salmon-pink, deepening towards the center, an unusual shade; the nearest approach to coral pink among peonies. Each \$3.60.

LONG'S "Lost-Label" Peonies

Year-old plants of odd lots from which labels have been lost. Can't give color. You take them "as is". Some of these would sell for several dollars each. Am too busy to grow them on several years, and check up, and get them in shape to sell under name and color. Have plenty without these, so here they go at 2 for \$1.20; 6 for \$3.00, prepaid.

Peony Pointers--Plant Them in the Fall

Once established, the peony lives and thrives for years with little attention. Does better if well watered and cultivated, of course. Even after the blooms have gone, the plant keeps green, making a pleasing effect all summer long.

After the first winter, peonies need no protection or coddling. No winter can be cold enough to kill or harm a peony plant after it gets a firm foothold.

Few of us see our peonies at their best, because we allow them to come into full bloom in the garden. For best results, cut the peonies (leaving some leaves on the plant) just when the first outer petals open. Some varieties can be cut sooner than others, to open up best. A little experimenting will determine when to cut each kind. Then take them inside and let the blooms open in vase of water, in shade, out of drafts.

Experienced growers recommend cutting as above, but laying them in cool dry cellar with no water, if one wishes to keep for later use. Even when thus wilted and apparently ruined, the blooms will unfold in 24 hours if you cut off a little from bottom of stem and place them in water in a cool place. Sounds too good to be true, doesn't it?

By all means, plant your peonies in the fall, if possible. Very early spring plantings next best, but many of the better varieties can not be obtained in spring, because we growers sell and plant these newer kinds in fall only.

September and October are the best months for planting peonies, but any time before ground freezes for the winter is O. K. Peonies usually bloom first season, but size and beauty of blooms improve from year to year.

Don't use manure near peony roots or on top of the plants. It may be dug into the soil away from the plant a little, but not in contact. Once planted right, peonies will get along with little attention. Plant in soil very deeply dug and pulverized. Set so the buds or eyes are not deeper than 2 inches below level of the ground. Too deep planting is often cause of not blooming. Keep plants watered and cared for during summer after blooming, for otherwise they may not bloom the next spring. Good idea to protect the roots first winter with mound of earth or any trash from garden, or both.

Remove this very early in spring.

No matter how large and long peony roots are when received, cut them back to 4 to 6 inches from the buds. This induces new growth quickly and makes a better plant than if a larger, longer root is planted. Many growers prune the roots back to suitable size before shipping.

Soon as peonies have quit blooming, cut off all dried blooms. This leaves a nice ornamental bush, green and attractive all summer. Cut tops to the ground and burn them after hard fall frost.

LONG'S Annual Advance Sale of Gladiolus Bulbs

At Digging-Time Prices—Fall Delivery

Yes, it has become a habit with me to offer gladiolus bulbs and bulblets in my fall catalogue. It would be almost impossible for me to break this habit, even if I wanted to do so. Because many of my customers have also formed a habit—of buying part or all their glads in the fall. They would just about compel me to “deliver the goods” in accordance with habits of “Long” standing.

It is most sensible and good business to buy glads in the fall. I've found it so in my own buying and sure practice what I preach. I spend thousands of dollars a year for stocks of the newer glads. With few exceptions, all these are bought in the fall. Fall buying gives you the pick of the stock, assures your getting the varieties and sizes you want and at very reasonable prices. Then, too, you get a lot of satisfaction having your bulbs and bulblets right where you can watch them and keep them carefully and safely through the winter. Just to “paw them over” from time to time, and visualize the rare and beautiful spikes of bloom they will produce, is no small compensation, as any real fan well knows.

Three-Size Glad Bulbs for Fall

The Larger Bulbs will measure at least one inch in diameter. This size is designated by the “L”. In some varieties, my “L” bulbs will measure $1\frac{1}{2}$ inches or even more, in diameter. The general average will be all of $1\frac{1}{4}$ inches. Size will vary according to stock on hand, but real good value always assured, even if we have to send some extra count. (Often send extras anyhow, as my old customers well know.)

Medium Bulbs measure $\frac{3}{4}$ ths of an inch in diameter or larger. I find these **Medium Bulbs** bloom nicely, though the large bulbs often make still larger spikes or more of them. **Medium Bulbs** are designated by letter “M”.

Small Bulbs are designated by the letter “S”. They will average about half-inch in diameter, some larger, some a little smaller. Not sold as blooming sizes, yet many will bloom. But if you want fine spikes of blooms first year, buy the **Large** and **Medium** sizes.

What Size Shall I Buy?

A **large** bulb usually produces two spikes of blossoms, sometimes three. A **medium** bulb will produce a splendid spike, and maybe two of them. A **small** bulb is not certain to bloom, but most small bulbs will bloom nicely, producing somewhat smaller spikes.

So for flowering purposes there isn't so very much difference one way or the other as to relative cost of bulbs and the flowers they produce.

But for increasing stock there is a marked difference. The medium and small bulbs are a much better investment than the large ones, for producing new, vigorous bulbs and many bulblets.

Any bulb will produce one new bulb for each spike it sends up, so you get two or more new bulbs from a large bulb, as a rule. But bulbs produced from the smaller bulbs are more vigorous. The small bulbs you plant—that is, the small and medium bulbs, will generally produce a good many more bulblets than will be found on bulbs from the large bulb.

So there you are—pay your money and take your choice! Large, commercial bulb growers do not buy the largest bulbs if they can get the medium or small ones. Even at the same price, I would prefer the medium or small bulbs, if produced from the bulblet planted the previous season. That is, in varieties that I wish to propagate or increase stock of as rapidly as possible.

Prices, Terms, Delivery

Please note that these gladiolus prices are guaranteed for this fall only. Many of these offers will be withdrawn altogether after this fall.

At digging-time prices, I do not fill a glad order amounting to less than \$1.00. I prefer not less than \$3.00, but will handle orders from \$1.00 up if received in time.

Each item on your fall order, at digging-time prices, must amount to not less than 25c.

I pay all postage or express charges in U. S. A., and guarantee safe delivery.

TERMS: Cash with order, or one-fourth cash with order, balance C. O. D. Or send one-fourth with order, and balance any time before we are ready to ship.



Gladiolus, W. H. Phipps

"The Wonder Glad." Just think of 12 to 20 large,
lovely blooms open at one time!
2 large bulbs for 25c; dozen for \$1.40.



The Glorious Gladiolus, "Coronado," An Outstanding Variety of Unusual Merit

The Story of Coronado.

In June, 1926, I made my first trip to California. Was called there to help judge at the State Gladiolus Show held in Los Angeles.

This new glad, Coronado, was in too big a hurry. The only sample left was a spike with just several tip blossoms. But these were large and fine, of heavy texture and beautifully waved. The unique lace-like throat marking was an additional attraction. These few tip blossoms created a real sensation. I was sold on Coronado right then and there. Had already ordered one bulb at \$10.00 for fall delivery.

By this time the originators (Briggs Floral Co.) discovered that Coronado merited a place in the \$100 a bulb class. Compromised by placing a price of \$25.00 each for additional orders. They also discovered that Coronado was introduced too soon. Only a very small stock, which was quickly grabbed by a few growers and fans.

The following winter I got busy and combed the country over, offering a premium to those who had bought

Coronado at \$10.00 or \$25.00. Paid \$30.00 each for some and \$50.00 for the last one I could jar loose.

My hunch in 1926 proved a good one, for in 1927, Coronado won as best spike in the California show. Just missed taking first for largest bloom. Would have done so if measured both ways. Douglas won, having widest spread one way. In my own garden I've measured Coronado blooms 6½ inches one way and 6 the other. That's some size.

Coronado is a very large, heavily ruffled white with a superb purple throat. The purple of the throat is lace-like and forms a wonderful combination with the milky white petals. Single flowers are very large, measuring 6 to 7 inches in diameter. Texture is of the best. The grand beauty of this variety can hardly be imagined. It must be seen to be appreciated.

Large bulbs each \$5.00; medium \$2.50; small, \$1.00. Bulblets 3 for \$1.00; 20 for \$6.00.

Larger Lots of Coronado.

If my crop of this fine glad turns out as well as I anticipate, I shall be able to make lower prices on larger quantities. Write me after September 10th.

J.D. LONG Better Bulb Grower—Boulder, Colorado **J.D. LONG**

LONG'S Selected Named Gladioli

(All Glads Prepaid in United States.)

Half dozen at dozen rate. For meaning of L, M, S, sizes of bulbs see page 10. **Blts.** is abbreviation for bulblets, the small, hard-shell fellows produced around base of bulb. Strictly speaking, bulbs are corms and bulblets cormels, but we will doubtless understand each other better by referring to them by the better known terms, bulbs and bulblets.

Number of bulblets in packet not specified. Based on the 100 or 1,000 rate, but fewer in proportion for smaller lot. Plenty for the price, however. "Leave it to me—J.D."

Please do not order in smaller quantities than listed. No item less than 25c.

If no dozen price named, multiply single price by 10 for dozen price. ($\frac{1}{2}$ dozen at dozen rate.)

ADDAMS, JANE. (Decorah)—Gigantic lavender with creamy throat. (L., ea. 50c) (M., ea. 30c) (S., 2 for 30c; doz. \$1.40) (BLTS., pkt. 30c)

AIDA. (Europe)—Introducer's description: "Striking dark blue with large flowers, two small red lilac blotches. Blooms before Halley. One of the best propagators. 75% of bulblets flower." (L., ea. 80c) (M., ea. 50c) (S., ea. 25c; doz. \$2.40) (BLTS., pkt. 35c)

APRICOT GLOW. (Canada)—Beautiful warm apricot shade. (L., ea. \$1.00) (M., ea. 50c) (S., ea. 25c) (BLTS., pkt. 35c)

BALBOA. (Briggs)—Clear, glowing apricot-pink, blending into a warm yellow throat. (M., 2 for 25c) (S., doz. 60c) (BLTS., pkt. 25c)

BECK, RITA. (Fischer) Enormous pink flowers, well placed on tall, strong straight spike. (L., ea. 70c) (M., ea. 40c) (S., ea. 25c) (BLTS., pkt. 40c)

BENNETT, DR. F. E. (Diener)—The famous "House-a-fire" red glad. Good spike. Large blooms, and plenty open. Blooms well from small and medium bulbs, often from bulblets. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

BOBBY. (Kunderd)—Deep rose with rich red throat. Very large. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

BREAK O'DAY. (Bill)—La France pink on cream. Edges deeper pink. Good size, yet early. Robust grower. (L., 3 for 25c; doz. 84c) (M., doz. 40c) (S., 16 for 25c) (BLTS., pkt. 25c)

BUNCE, ALLEN V. (Bill)—Vivid orange-yellow, with bright central line of claret. Early but good size. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

CATALINA. (Briggs)—Rosy pink, with lemon throat. (L., ea. 25c) (M., 2 for 25c) (BLTS., pkt. 30c)

CARDINAL PRINCE. (Kunderd)—Another splendid red. Darker than Dr. Bennett. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

CARTER, PATRICIA. (Kunderd)—Very soft and airy, light shrimp-pink, absolutely free from marking. One of the loveliest early Prims ever originated. (L., ea. 70c) (M., ea. 40c) (S., ea. 25c) (BLTS., pkt. 30c)

CHRIST, FREDERICK. (Diener)—Combination of La-France pink and yellow, producing one of the most wonderful color combinations known in glads. Good tall, straight spike, with many blossoms open. (L., ea. \$3.00) (M., ea. \$2.00) (S., ea. \$1.00) (BLTS., 10 for \$1.00)

COLEMAN, CATHERINE. (Coleman)—Very large coral-pink exhibition variety. (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

COMPSON, BETTY. (Diener)—Phlox-pink, overlaid phlox-purple. (L., ea. 25c) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

COPPER BRONZE. (Kunderd)—Large early Prim, copper bronze color. (L., 2 for 30c; doz. \$1.40) (M., 3 for 25c; doz. 80c) (S., doz. 40c) (BLTS., pkt. 25c)

CORONADO. (Briggs)—Immense heavily ruffled white with rich glossy purple throat. Blooms very large and of lasting substance, well placed on good spike. Won first prize as best spike in California glad show. (L., ea. \$5.00) (M., ea. \$2.50) (S., ea. \$1.00) (BLTS., 3 for \$1.00)

CORYPHEE. (Europe)—A Pfitzer masterpiece. Tall spike with 8 to 10 immense well-formed flowers open at once. Soft rose-pink similar to the color of a fresh cut Ophelia rose. (L., ea. \$2.50) (M., ea. \$1.50) (S., ea. \$1.00) (BLTS., 10 for \$1.00)

DES MOINES, MISS. (Decorah)—Lilac shading to lusterine-purple towards edges of petals. Throat light yellow. Tall, erect, wiry spike on which the blossoms are well placed and spaced. Won the \$100 Sisson prize at Des Moines (Iowa) Glad Show. (L., ea. \$8.00) (M., ea. \$4.00) (S., ea. \$2.00) (BLTS., 3 for \$1.00)

DICKENS, CHAS. (Europe)—"The New Ford." Bright radiant purple, with velvety blotch on lower petal. Strong, tall spike, with 7 or 8 large perfect flowers open at a time. Splendid placement of blooms. A very outstanding glad in its color class. Similar to the Henry Ford glad, but color a little deeper. Spike taller, with blooms well spaced and facing one way. (L., ea. 33c) (M., 2 for 32c; doz. \$1.60) (S., doz. 70c) (BLTS., pkt. 30c)

DIENER'S LILAC. (Diener)—Cream, lightly overlaid lilac. (L., ea. \$5.00) (M., ea. \$2.50) (S., ea. \$1.00) (BLTS., 3 for \$1.00)

DIENER, RICHARD. (Diener)—Geranium-pink, with cream throat. (L., doz. 70c) (M., doz. 40c) (BLTS., pkt. 25c)

DOHRMANN, MRS. A. B. C. (Diener)—Venetian-pink, overlaid jasper-red. Large flowers, good straight spike. (L., ea. 50c) (M., ea. 25c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 30c)

DOUGLAS, MRS. LEON. (Diener)—Gigantic spike and blossoms. Begonia rose, striped scarlet. (L., 3 for 25c; doz. 84c) (M., doz. 42c) (S., 16 for 25c) (BLTS., pkt. 25c)

FARRAR, GERALDINE. (Diener)—Pale lavender-violet with deep violet spot on lower petals. Has a pronounced light-blue cast very uncommon in glads. Flowers well placed on strong stem. Sidebranches of good cutting size produced freely also. (L., ea. 25c; doz. \$2.40) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

FORD, HENRY. (Diener)—Dark velvety purple. (L., doz. 70c) (M., doz. 30c) (BLTS., pkt. 25c)

FREY, MARY. (Gelser Bros.)—Originator's description: "Beautiful lavender-pink with a ruby blotch on lower petal; resembles a Cattleya orchid in color. Flowers large, perfectly placed on long, straight, slender stem, with 6 to 9 florets of lasting quality open at a time. Blooms early; vigorous growers and very prolific. It will be grown by the millions as soon as stock is available." One of the earliest bloomers in this color class. (L., ea. \$1.00) (M., ea. 50c) (S., ea. 25c) (BLTS., pkt. 30c)

GLORIANA. (Betscher)—Lovely large glad of clear salmon. No markings. Good straight spike. Seldom if ever crooked. (L., ea. 25c) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

GOLD EAGLE. (Austin)—Deep rich yellow, daintily frilled blooms of good substance. Marvelous for producing good spikes from bulbets and many spikes from large bulbs. Early. Increases so fast and furiously that prices greatly reduced. (L., 2 for 35c; doz. \$2.00) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

GOLDEN DREAM. (Groff)—One of the best clear deep yellows. (L., ea. 50c) (M., ea. 30c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 30c)

GOLDEN FRILLS. (Kunderd)—Deep rich daffodil-yellow with pink (nearly red) lines on lower petals. Intensely and beautifully ruffled. Perfectly charming. Multiplies so rapidly that prices now within reach of all. (L., ea. 25c; doz. \$2.00) (M., doz. \$1.00) (S., doz. 50c) (BLTS., pkt. 25c)

GOLDEN SALMON. (Kunderd)—Golden yellow with salmon-red blending. Ruffled. (L., 2 for 30c; doz. \$1.50) (M., doz. 80c) (S., doz. 40c) (BLTS., pkt. 25c)

GOODRICH, OLIVE. (Goodrich)—White, with tips of petals beautifully edged pink. Throat tinted yellow. A most wonderful and charming color effect. Blossoms large and splendidly placed on good strong erect spike. Vigorous grower. You must have this one, sure. (L., ea. 30c) (M., 2 for 30c; doz. \$1.50) (S., doz. 70c) (BLTS., pkt. 30c)

HANKS, NANCY. (Salbach)—Peach-red to orange-pink. Very unusual and pleasing. Strong erect spikes hold the blossoms all facing one way and evenly spaced. Side spikes produced freely. Stays in bloom long time. Fine for landscape. Stands heat remarkably well. Won honors at the big glad shows in England and Holland. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

HARDING, PRESIDENT. Dark red. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (BLTS., pkt. 25c)

HEAVENLY BLUE. (Europe)—Soft lavender-blue, somewhat lighter than Mrs. Van Konynenburg. About the color of Geraldine Farrar. Very tall, straight spike with 8 or 10 fine blossoms open at one time. Lovely. (L., ea. \$1.00) (M., ea. 60c) (S., ea. 40c) (BLTS., pkt. 50c)

HERBSTZAUBER. (Europe)—Glowing orange-salmon. Large round flowers well placed on strong spike. (L., ea. 40c) (M., 2 for 33c; doz. \$1.60) (S., doz. 70c) (BLTS., pkt. 25c)

HOMESTAKE. (Decorah)—The general color effect is a deep rich orange. (L., ea. 50c) (BLTS., pkt. 35c)

HORNBERGER, MRS. F. C. (Hornberger)—Splendid prize winning pure, beautiful white. (L., ea. 30c) (M., 2 for 30c; doz. \$1.50) (S., doz. 70c) (BLTS., pkt. 25c)

HOWARD, HELEN. (Austin)—Golden-buff, flushed coral with dainty dashes of peach-red. Throat of pure amber. (L., ea. 50c) (M., ea. 25c) (BLTS., pkt. 30c)

IRVING, MABEL. (Briggs)—Large, ruffled pink. (L., ea. 25c) (M., 2 for 25c) (S., doz. 60c) (BLTS., pkt. 25c)

ISOLENE. (Diener)—Another slate or smoky glad. (L., ea. 30c) (M., ea. 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

JEWEL. (C. Z.)—Tall pink with yellow throat. (L., doz. 60c) (M., doz. 30c) (BLTS., pkt. 25c)

JOERG'S WHITE. (Joerg)—Extra large white. (L., ea. 40c) (M., ea. 2 for 35c; doz. \$1.70) (S., 3 for 25c; doz. 90c) (BLTS., pkt. 30c)

JOY, BETTY. (Bill)—Soft creamy white, flushed LaFrance-pink. Many open, on fine, strong, straight spike. Placement perfect. (L., ea. 30c) (M., 2 for 25c; doz. \$1.20) (S., doz. 70c) (BLTS., pkt. 25c)

JUBILEE. (Kemp)—Large light-lavender of immense size. Awarded Certificate of Merit at the A. G. S. show, Rochester, N. Y., 1926. (L., ea. \$12.00) (M., ea. \$6.00) (S., ea. \$3.00) (BLTS., 2 for \$1.00)

KIRTLAND, EVELYN. (Austin)—One of the best pinks regardless of price. (L., 3 for 25c; doz. 70c) (M., doz. 40c) (BLTS., pkt. 25c)

KOYNENBURG, MRS. VAN. (Europe)—Similar in color to Geraldine Farrar, but a little deeper blue. Has been well described as "Matchless aniline blue, beats far the color of Badena, grows 5 feet tall, spikes erect, flowers well placed." Healthy, strong grower. (L., ea. 50c) (M., ea. 25c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 25c)

KUNDERD, A. E. (Kunderd)—Immense salmon-rose. Strong grower. (L., ea. 50c) (M., ea. 25c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 25c)

KUNDERD, MARIE. (Kunderd)—Glorious ruffled white. Scores high in every way. Early. (L., 3 for 25c; doz. 70c) (M., doz. 35c) (S., 16 for 25c) (BLTS., pkt. 25c)

KUNDERD, ROBT. J. (Kunderd)—Rich deep red. One of the best reds. (L., 3 for 25c; doz. 80c) (M., doz. 40c) (S., 15 for 25c) (BLTS., pkt. 25c)

LAVENDER BRIDE.—A large smoky lavender. (M., ea. 75c) (S., ea. 35c) (BLTS., pkt. 40c)

LeCYGNE. (Houdyshel)—Grandiflora Prim of pure white, with creamy throat. Very chaste and lovely. (L., ea. \$2.50) (BLTS., 5 for \$1.00)

LOCKWOOD, MARY. (Kinyon)—Large pink glad something like Rita Beck. (L., ea. \$2.00) (M., ea. \$1.00) (S., ea. 50c) (BLTS., pkt. 40c)

LONGFELLOW. (Decorah)—A beautiful pink glad that has made a great hit with amateurs, fans and florists. Tall, slender but straight and wiry spike. Well spaced and faced. **A Winner.** (L., 2 for 30c; doz. \$1.40) (M., 4 for 28c; doz. 70c) (S., doz. 30c) (BLTS., pkt. 25c)

LOS ANGELES. (Houdyshel)—A most sturdy, rank grower. Extravagant with its spikes of blooms. The color is beautiful shrimp-pink—just a little "salmony," tinted orange. (L., 3 for 25c; doz. 70c) (M., doz. 35c) (S., 20 for 25c) (BLTS., pkt. 25c)

MADISON, MISS. (Boynton)—Dainty pink overlaid on white. No markings. One of the few clear light-pink glads. (L., 3 for 25c; doz. 80c) (M., doz. 40c) (S., 16 for 25c) (BLTS., pkt. 25c)

MARMORA. (Errey)—A sensational glad of immense size, from Australia. Lavender gray, with petunia-colored blotch. Many large blooms open. (L., ea. \$1.00) (M., ea. 60c) (S., ea. 30c) (BLTS., pkt. 40c)

MARTZ, DR. CHRIST. (Kunderd)—Showy bright red. (L., 2 for 30c; doz. \$1.50) (M., 3 for 25c; doz. 80c) (BLTS., pkt. 25c)

MARY JANE. (Kunderd)—Silvery lavender-pink, with delicate clear lavender throat. (L., ea. 50c) (M., ea. 25c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 25c)

MATILDA ANN. (Diener)—Extra large fine white. (L., ea. \$2.50) (M., ea. \$1.00) (BLTS., 6 for \$1.00)

McCOY, FRANK J. (Briggs)—New tall pink. Won blue ribbon California Glad Show. (L., ea. \$2.50) (M., ea. \$1.00) (S., ea. 50c) (BLTS., 10 for \$1.00)

McCUTCHEON, JOHN T. (Kunderd)—A giant red. (L., 2 for 30c; doz. \$1.50) (M., 3 for 25c; doz. 90c) (S., doz. 40c) (BLTS., pkt., 25c)

MERCED. (Briggs)—Brilliant orange-saffron, shading into lighter yellow in throat. Large blooms, daintily ruffled. (L., ea. 25c) (M., 2 for 25c) (S., doz. 60c) (BLTS., pkt. 25c)

MINUET. (Joe Coleman)—A large lively lilac-lavender glad with creamy throat. Ever notice that Minuet is used as a measuring stick, so to speak, for all similar colored glads? Minuet has the size, the strong straight stem, the placement of bloom, the color that has long been sought in this color class. A single well-grown spike of Minuet is a delight, while a bunch of this variety is indeed glorious. (L., ea. 60c) (M., ea. 30c) (S., 2 for 30c) (BLTS., pkt. 35c)

MOODY, DR. (Kinyon)—A large lavender that won Award of Merit at the 1927 Boston Glad Show. Rather early for so large a glad. Strong grower. Bulblets germinate easily and make good growth. (L., ea. \$1.00) (M., ea. 60c) (S., ea. 30c) (BLTS., pkt. 30c)

MOTHER MACHREE. (Stevens)—Unusual smoky color. Tall spike with 6 or 7 large well placed blooms open. (No 1. size, ea. \$25) (No. 2, ea. \$20) (No. 3, ea. \$15) (No. 4, ea. \$10) (No. 5, ea. \$7.50) (No. 6, ea. \$5.00) (BLTS., ea. \$1.00)

NIXIE. (Diener)—Jasper pink with spectrum-red near base. Beautifully ruffled blooms. Good straight, tall spike. An unusual sheen makes these blossoms stand out and attract attention as far as can be seen in the field. (L., 2 for 25c; doz. \$1.20) (M., 4 for 25c; doz. 70c) (BLTS., pkt. 25c)

NUTHALL, BETTY. (Salbach)—Warm light coral with pale orange throat, feathered carmine. Very large, tall, and impressive. (L., ea. \$5.00) (M., ea. \$3.00) (S., ea. \$1.25) (BLTS., 6 for \$1.00)

OPALESCENT. (Bill)—Big, tall, husky plant with large rose-lavender blossoms to match. (L., 4 for 25c; doz. 70c) (M., doz. 30c) (S., 20 for 25c) (BLTS., pkt. 25c)

ORANGE WONDER. (J. A. Kemp)—Practically solid orange color. Flowers large, wide open and well placed on good spike. Very brilliant. Sturdy grower. (L., ea. \$1.20) (M., ea. 60c) (S., ea. 30c) (BLTS., pkt. 40c)

ORCHID. (Sprague)—Lavender-pink upon a pale flushed frosted surface. Edges beautifully laciniated and ruffled. (L., ea. 50c) (M., ea. 25c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 25c)

PAGAN. (Diener)—Deep velvety red. Almost black. (M., ea. 50c) (S., ea. 25c) (BLTS., 10 for \$1.00)

PEARL OF CALIFORNIA. (Kingsley)—Soft La France-pink, blending to rosy throat. Immense blooms and many of them open at one time. Good spike and good placement. (L., ea. 60) (M., ea. 30c) (S., 2 for 30c) (BLTS., pkt. 30c)

PETERS, MRS. F. C. (Fischer)—Lavender or orchid color, with darker throat. Fine glad. (L., 3 for 25; doz. 80c) (M., doz. 40c) (S., 18 for 25c) (BLTS., Pkt. 25c)

PFITZER, PAUL. (Europe)—Velvety purple. (L., ea. 60c) (M., ea. 30c) (S., 2 for 30c; doz. \$1.40) (BLTS., pkt. 25c)

PHAENOMEN. (Europe)—Pleasing combination of soft pink and delicate yellow. (L., ea. 25c; doz. \$2.00) (M., doz. \$1.00) (S., doz. 60c) (BLTS., pkt. 25c)

PHIPPS, W. H. (Diener)—Well known as "The Wonder Glad." Really marvelous, when well grown. Not all spikes so wonderful, but many will display 14, 16, 18, and even 20 full open, unfaded blooms, at once. Blooms large and beautiful. The effect is something never to be forgotten. I consider this Diener's masterpiece.

The color is lovely iridescent pink. Spikes almost always straight. The marvelous thing about this glad is that the first blossoms hang on, and on, without drooping until nearly all have opened. Then many blossoms will remain open for days. Finally, nearly all go to pieces all at once, like the deacon's one-hoss shay. A Phipps spike should last from a week to ten days if taken care of. Small bulbs often bloom if season long enough, but with shorter spikes and fewer blooms. Plant small for growing strong bulbs for next year; medium and large for good blooms first season. (L., 2 for 30c; doz. \$1.40) (M., 3 for 25c; doz. 70c) (S., doz. 35c) (BLTS., pkt. 25c)

PRESTGARD, MRS. KR. (Decorah)—Fine pure white (L., ea. 25c; doz. \$2.00) (M., 2 for 25c; doz. \$1.00) (BLTS., pkt. 25c)

PURPLE GLORY. (Kunderd)—Deep purplish-red. Well ruffled. (L., 3 for 25c; doz. 90c) (M., doz. 50c) (S., doz. 30c) (BLTS., pkt. 25c)

QUEEN OF NIGHT. (Diener)—Deep maroon, almost black. (L., ea. 25c) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

ROSE MULBERRY. (Austin)—Mrs. Austin says: "To say this is coral-pink flushed ageratum-violet only approaches the description, for words cannot describe the unusual and unique beauty of the variety." (L., ea. 35c) (M., 2 for 35c; doz. \$1.70) (S., 4 for 25c; doz. 70c) (BLTS., pkt. 25c)

ROYAL LAVENDER. (Sleider)—Deep lavender shading, lighter towards center. (L., ea. \$1.50) (M., ea. 75c)

RUFFLED GOLD. (Goodrich)—Originator's description: "Lovely golden-yellow, beautifully ruffled; of distinct form and different from any other yellow; long spike, strong, healthy grower, good producer of bulblets. Almost every bulblet will grow." (L., ea. \$2.00) (M., ea. \$1.00) (S., ea. 50c) (BLTS., pkt. 40c)

SALBACH'S PINK. (Salbach)—Another masterpiece in the fine large pink class. (L., ea. \$7.50) (M., ea. \$5.00) (S., ea. \$2.00) (BLTS., 3 for \$1.00)

SALMON GLOW. (Hornberger)—A first early giant Prim. Orange-salmon with yellow throat. (L., ea. 3 for 25c; doz. 80c) (M., doz. 40c) (S., 15 for 25c) (BLTS., pkt. 25c)

SCARLET WONDER. (Cowee)—Immerse brilliant red. (L., 4 for 25c; doz. 70c) (M., doz. 35c) (S., 18 for 25c) (BLTS., pkt. 25c)

SCHWEPPE, MRS. LAURA. (Kunderd)—Peach blossom pink with dark throat. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (BLTS., pkt. 25c)

SERRATA. (Bill)—Cream, suffused lilac-pink. Petals serrated or lacinated. (L., ea. 25c) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

SHOOK, DR. NELSON. (Kunderd)—Deep tyrian-rose. Large and ruffled. (M., ea. 30c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 25c)

SILLS, MILTON. (Diener)—Ground color alizarine pink, heavily overlaid with rose doree and jasper red. (M., ea. 30c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 25c)

SISSON, MRS. P. W. (Joe Coleman)—Clear cameo-pink of heavy substance and beautiful form. Many large flowers open. Awarded first prize best new variety by Am. Glad. Society in 1926. Introduced that fall at \$100 a bulb. Bulblets run small but lots of them and nearly every one grows. (L., ea. 30c) (M., 2 for 30c; doz. \$1.50) (S., doz. 60c) (BLTS., pkt. 25c)

SONNENBERG. (Bill)—Massive spikes of creamy pink, lightly flaked with lavender. The pink shades away to soft yellow in throat. Magnificent for exhibition or cut flowers. (L., ea. \$1.00) (M., ea. 50c) (S., ea. 25c) (BLTS., pkt. 30c)

SOVEREIGN. (Vaughan)—Be careful. Don't confuse this with Souvenir. Sovereign is a rich, violet-purple, strong, healthy grower. Makes good bulblets, plenty of them, and they grow well. The spike is tall and flowers larger than Hulot. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 25c) (BLTS., pkt. 25c)

SWARTLEY, ELIZABETH. (Swartley)—Propagated from a sport found in a field of 1910 Rose glads. Soft salmon-pink, blending into creamy-white throat. Vigorous grower, 5 to 7 blooms open, well faced, good straight spike. Early, same season as 1910 Rose. (L., 2 for 25c; doz. \$1.20) (M., doz. 60c) (S., doz. 30c) (BLTS., pkt. 25c)

TRIUMPH, PFITZER'S. (Europe)—One thinks of it as a red, but it's a bright salmon-orange, similar in color to Dr. Bennett. Immense blooms, even from bulblets. Greatly in demand. (L., ea. 50c) (M., ea. 35c) (S., 2 for 40c) (BLTS., pkt. 35c)

VEILED BRILLIANCE. (Austin)—Bright pink blooms with creamy throat; tinted grayish-blue, having the appearance of being thinly veiled. Flowers 5 to 6 inches in diameter, with 8 to 10 open at one time. (L., ea. 35c) (M., 2 for 35c; doz. \$1.70) (S., doz. 80c) (BLTS., pkt. 25c)

VEILCHENBLAU. (Europe)—Violet-blue flowers of large size. Larger and darker than Farrar. Holland glad growers refer to this in their catalogue as "The always-running-short gladiolus," meaning they are never able to supply the demand. (L., ea. 50c) (M., ea. 25c) (S., 2 for 25c; doz. \$1.20) (BLTS., pkt. 30c)

VICTOR. (Bill)—Do not confuse with an Australian variety by same name. This glad originated by Gladiolus Bill himself. Very large, ruffled cream-yellow with heavy ruby central lines. Tall vigorous and fine. Good exhibition variety. (L., ea. 25c) (M., 2 for 25c; doz. \$1.20) (S., doz. 60c) (BLTS., pkt. 25c)

VIRGINIA OR SCARLET PRINCEPTS. (Kunderd)—Very bright red. Spike rather short, otherwise excellent in every way. (L., 4 for 25c; doz. 60c) (M., doz. 30c) (BLTS., pkt. 25c)

WOODS, MRS. JOHN S. (Metzer)—Similar to Mrs. Douglas. Many say can't see difference; others claim some difference. My stock of the Metzer variety traces back clearly to the originator. (L., 3 for 25c; doz. 84c) (M., doz. 42c) (S., 16 for 25c)

YELLOW WONDER. (Kunderd)—Near buttercup-yellow. Tall, vigorous and early. (L., ea. 25c) (M., 2 for 28c; doz. \$1.40) (S., doz. 70c) (BLTS., pkt. 25c)

ZANG, TYCKO. (Austin)—Very large salmon-pink with white throat. Blooms measure 5 to 6½ inches. (L., 3 for 25c; doz. 90c) (M., doz. 50c) (S., doz. 25c) (BLTS., pkt. 25c)

Exhibition Mixed Glads *Bigger value than can be bought if each kind labeled.*

This fall's mixture will include some of the newer kinds never before used in my best mixture. Note the lower prices, too: (L., 20 for \$1.00; 100 for \$4.40) (M., 40 for \$1.00; 100 for \$2.30) (S., 100 for \$1.20) (BLTS., pkt. 25c).

Special Glad Collections at Special Prices—J.D. LONG

These Collections are planned for far in advance. The extra big values they offer can be had only by taking Collections as listed. No changes made, at Collection prices. What if you do happen to have a variety or so included in a Collection? You can give away several items in any collection and still have what you want at a big saving in price.

Beginner's Demonstration Collection *This is made up especially for flower lovers who would like to know the joy of growing glads under name—to know each glad by its name, same as to know one's friends by name. Not until one grows glads this way will he or she experience the greatest thrill of pleasure that can be had with glads.*

15 bulbs, all different varieties my selection, each kind labeled. Price for one assortment or Collection, \$2.00. Two of these Collections for \$3.60; three for \$5.00. All prepaid.

The bulbs in these "Demonstration Collections" will run various sizes from $\frac{3}{4}$ ths inch up. Every bulb will be good blooming size. Good value guaranteed.

Each Collection worth \$3.00 or more. If you were to select them from my list these bulbs would cost at least \$3.00 for each Collection.

\$4.00 Bulb Collection "A" One large bulb each (Rita Beck) (Patricia Carter) (Chas. Dickens) (Mary Frey) (Olive Goodrich) (Mrs. Van Konynenburg) (Pfitzer's Triumph) (Minuet) (Yellow Wonder) (Golden Frills) (Phipps) (Bennett) (Longfellow) (Mrs. P. W. Sisson)—All for \$4.00, prepaid.

\$2.20 Bulb Collection "B" One Medium bulb each of same varieties in Collection "A"—All for \$2.20, prepaid.

\$20.00 Bulb Collection "C" One Large bulb each: (Coryphee) (Betty Nuthall) (Heavenly Blue) (Miss Des Moines) (Coronado) (Frederick Christ) (Mary Frey) (Dr. Moody) (Mrs. Van Konynenburg) (Pfitzer's Triumph) (Orange Wonder) (Frank J. McCoy)—All for \$20.00, prepaid.

\$11.00 Bulb Collection "D" One Medium bulb each variety listed in Collection "C"—All for \$11.00, prepaid.

\$6.00 Bulb Collection "E" One Small bulb each variety listed in Collection "C"—All for \$6.00, prepaid.

\$1.30 Bulb Collection "F" One Large bulb each: (Phipps) (Bennett) (Farar) (Golden Frills) (Nancy Hanks) (Longfellow) (Nixie) (Mrs. Van Konynenburg) (Yellow Wonder)—All for \$1.30, prepaid.

\$1.70 Bulb Collection "G" Three Medium bulbs each varieties listed in Collection "F"—All for \$1.70, prepaid.

\$17.00 Bulb Collection "H" One Small bulb each: (Frederick Christ) (Aida) (Coronado) (Orange Wonder) (Miss Des Moines) (Betty Nuthall) (Marmora) (Frank J. McCoy) (Mother Machree) (Dr. Moody) (Jubilee) (Heavenly Blue) (Ruffled Gold) (Mary Frey) (Olive Goodrich) (Veiled Brilliance) (Veilchenblau)—All for \$17.00, prepaid.

\$1.90 Bulb Collection "HH" One Bulb each variety listed in Collection "H"—All for \$1.90, prepaid.

From N. Y.: "Bulbs arrived safely and I was much surprised at the more than generous count."

From Utah: "Sorry I didn't trade with you 10 years sooner. Would have saved me both money and disappointment."

From Australia: "I thank you very much for the quality and quantity of gladiolus corms you sent me. They were a top-hole collection."

From Idaho: "Am sorry now I didn't give you my complete order for glads."

From Ohio: "You gave me the surprise of my life. I never saw nicer bulbs."

"J. D. Sez, Sez 'E"

I never was very strong for this high-pressure salesmanship we hear so much about. Doubtless I could get new customers faster that way, but I feel that I'll win in the "Long" run by doing better than I offer—giving bigger values and more satisfaction than promised.

So I'm not making any extravagant promises, other than to leave it to you to judge values when you receive your shipment. Also, give you ample time to grow and prove the trueness and health of the stocks I send you.

My old customers can skip this short talk, for they know me and my glads. But for others I'll make a "Long" story short by saying that I don't claim to be the only right good glad grower. Don't have a corner on knowledge, skill, honesty, varieties new or old, quality, courtesy and consideration of the customer's rights and wishes.

But the grower who beats me in these points is to be congratulated. I sure grow fine stocks up here a mile high, in the land of pure air and about 367 days of sunshine a year, according to the local Booster Booklets. The same conditions that restore and promote good health among "humans," also help a lot to produce healthy glad bulbs.

Guess I'd better stop, lest begin bragging and forget I'm no high-pressure salesman. Anyhow, best way for you to find out is to send me an order. If you're not tickled the color of a Longfellow glad when you open your package, then "there ain't no Santa Claus."

Gladly yours, J.D.

You and I Both Win

Sometime before I talk myself out of all the space in these pages I want to say a few words about the Fun, Health, and Profit of growing glads as a hobby or business. Might just as well get this out of my system right here and now.

Really, I don't know just how to tackle this. Trouble is, if I urge you to "GROW MORE GLADS" you will jump at the conclusion, and rightly so, that I'm hoping this propaganda will end in a profit for Long as well as for you. I'll be frank and admit right before this vast audience that it might work out that way, and if it does I'm not going to feel a bit peeved about it.

But the delightful thing about this business is that I can't very well sell glads without giving either pleasure or profit, or both, to those who buy and plant. Many of my former customers will rise up and cheer this statement. It's simply the nature of the business. I couldn't dodge this result if I tried.

Glads Beat Bottled Bitters for Health

I'm personally acquainted with a number of glad growers who took this up as a fad or hobby with the hope of regaining lost health AND WON! In this connection, Miss Flora Breck, an enthusiastic glad grower, of Portland, Oregon, recently stated the case so well that I shall quote this bit of glad sense and good cheer: "Your doctor says, 'Get outdoors more.' Theoretically, that's fine, but actually it's a hard thing to carry out his orders—unless you have something to get outdoors for. It's almost impossible to float around getting air and sunshine unless there's something definite to look at and do. Right here the growing of Gladioli solves the problem. You'll have the gladdest kind of time making them grow and watching them bloom. Working in the soil with the bulbs is almost sure to bring a lot of joy and health."

I've often referred to the growing of flowers as an ideal hobby—not a one-man hobby, but a hobby that the whole family can ride. Many a joy ride can be taken on this hobby, all at a trifling expense and with perfect safety. No traffic cop to worry about. No fines to pay. And of all flowers grown, I don't know of any that can beat the GLADIOLUS for filling the gardener's cup of joy and gladness full and overflowing. And when one is happily absorbed in something like this "Glad" hobby, the road to good health is often right straight ahead. Thus endeth, for a time at least, the gossip concerning influence of glad growing on one's HEALTH.

Why Long's Glads Make Good

Any glad grower knows that one of the biggest problems we have is to obtain pure stocks, and keep them pure. Even with the best of equipment and most careful handling, some slight mixtures will appear at times. Just seems like some of the old cheap sorts volunteer and crop out in the better stocks.

Fortunately for my glad customers, my training as a seedsman is a big help to me in keeping my glads pure and unmixed. A good seedsman is as careful as a drug clerk filling a prescription, or ought to be. While an error in filling a seed order might not cause sudden death, yet it could make a difference of hundreds or even thousands of dollars in the resulting crop.

So if there is anything I'm real cranky about it is this matter of keeping stocks as pure as possible. At best we all

make some mistakes, and I don't claim to be infallible. But I sure give this important matter my most careful attention. Glads are my hobby, and I spend much of my time in the field at planting time, and all through the blooming season, then again at digging time, and finally in the store-rooms where I supervise the cleaning, grading and filling of the orders.

Here at Boulder we have ideal conditions of climate, soil and water to produce good healthy gladiolus stocks. With sunshine nearly every day in the year, and a long growing season, a continuous healthy growth is secured. The dry climate is fine for curing the bulbs when dug.

By rotating my crops, I do not plant glads on same ground more than once in four years or so. Often a crop of alfalfa or white sweet clover is turned under to enrich and sweeten the soil for my glads.

As an additional good health measure, I treat all my planting stock of glad bulbs and bulblets with SEMESAN. If interested in this, write direct to E. I. Du Pont De Nemours & Co., Wilmington, Delaware. Try soaking glad bulblets 7 or 8 days in Semesan solution just before planting them. That is, if shells not cracked. If cracked or peeled, soak in Semesan overnight. No harm to soak bulbs 24 to 48 hours in Semesan—a longer time than usually soaked.

And pure soft water, from melting snows, 'way back in the mountains, comes at my beck and call, through irrigation ditches and also through many lines of Skinner overhead sprinkling pipes. Any glad grower can appreciate what this means in obtaining an uninterrupted growth.

And sunshine! Loyal Boulder boosters claim something like 367 days of sunshine a year. I do not have the figures, but it's "about" that.

Just note a few facts and you will appreciate the value of so much sunshine.

What is a bulb? We might say a bulb is a germ, together with stored-up food. Obviously, the amount of food that is stored in connection with the germ will determine the amount and rate of growth. A well fed germ will produce a stronger and more vigorous plant which is, incidentally, more resistant to disease.

The food supply is stored up in the form of starch. Starch is a product of sunshine. The amount of starch that is deposited in the bulb is proportionate to the amount of sunshine. A plant grown in shade is deficient in starch. Less sunshine, less starch. More sunshine, more starch and strong bulb.

To prevent mixing and to facilitate curing and handling of the glads, I have hundreds of trays, size 20 x 36 inches, each with close mesh wire screen bottoms. These trays slide in racks, so that any lot of bulbs can be inspected or handled in a jiffy. Have many larger trays, also, for outdoor use, all with fine screen bottoms.

Finally, my organization and equipment are both highly efficient for filling and packing the glad orders. Every convenience in way of trays, drawers, rubber stamps, envelopes, bags, etc., is at our command, so we can sort, select, label, pack and ship the glads most satisfactorily. Customers tell us our packages would stand a trip to the North Pole or around the world.

I'd sure hate to do business if I had to go out and rustle most of my customers new each season. It's the repeat orders from pleased customers that make business pleasant and profitable. Plenty new customers, too, and these in time become regular patrons, friends and boosters.

Some growers don't believe in giving any extra count in filling orders. Without taking space to discuss the matter I'll say that if it's a sin to do this, then I'm sure one sinner, for have always been pretty careless when counting glads to fill orders. My helpers are even worse than I am sometimes. This applies especially to glads and other stocks that I grow myself in large quantities. Somehow, I never seem to miss the extras, if something I grow myself. It's different of course, if one buys stocks to sell again. Can't be so liberal with such items.

In this connection, I'm going to ask you one favor: If you have any objections to receiving more than you order and pay for, will you please say so plainly on your order. I sure don't want to make anyone mad by sending extra count.

Have you friends who are growing Glads—and might wish a copy of this catalogue? When ordering send me names and full addresses of just a few good prospective buyers and I'll slip in something extra with your order.

Speaking of Glad diseases, a bulb may look ever so tough but the O. K. Semesan or some such treatment of all planting stocks by those who grow to sell reduces disease to the minimum. Hardly necessary for the small home grower to treat bought stocks if come from careful growers.

Whether for pleasure or profit, it pays to keep adding some of the newer varieties of Glads to your collection. Something a little different in Glads is appreciated just as something newer, different and better is desired in autos and many other things.

Don't let Glad tops die down or turn very brown before digging. Tends to ill-looking bulbs and disease.

Now, a little "Glad Gossip"

When to Plant the Glad Bulbs

Gentleman over there asks, "When shall I plant the glad bulbs?" That's another fine thing about glads. You may plant them in most sections any time from last of March—just as soon as you do your first gardening—until about the Fourth of July.

By making successive plantings—planting part of your bulbs every two weeks or so—you can prolong the blooming season from July until hard frosts. But bear this in mind: The very early plantings do not start off as briskly as those planted later when ground is warmed up. So don't follow your very first planting with another as soon as two weeks later. Better wait at least three weeks, else both plantings will bloom about the same time. In other words, not a great deal gained by real early planting. The bulbs planted a few weeks later just about catch up with the first lot. It is, however, advisable to plant the hard-shell bulblets early, especially if the shells not cracked. The usual spring damp condition of soil helps to soak up the tough shells. Some bulblets bloom, but very late, bringing up the rear just when all fall flowers are very scarce and highly prized.

Where Shall We Plant the Glads?

Now, then, we will assume that you have procured your supply of glad bulbs or bulblets, or both, and are ready to plant. For goodness sake try to find some location other than close up against the house, where, most likely, the soil is the poorest and the heaviest, having been graded up there when excavating the cellar or basement. Keep away from the poor soil that slopes so water will run off rather than into the ground, away from the drip from roof, away from too much shade. Glads do best out in the wide-open spaces. At least in the open, whether the space is so very wide or not. I find they thrive and bloom especially well if planted out in the field or in the backyard vegetable garden. They seem to enjoy rubbing elbows with the carrots, turnips and stringless string beans.

Any Good Soil Good for Glads

Regarding suitable soil, there's one fine thing about glads. They have their preferences, but will adapt themselves to most anything within reason. They like somewhat sandy or loose loamy soil, but will produce marvelous spikes of bloom and strong, healthy bulbs in stiff soil. Avoid using manure in soil near glad bulbs. Best not to manure the soil within a year of season it is planted to glads, though many do plow under rotted manure the fall before. Plenty of water and frequent cultivation really more important than the richest of soils.

Large commercial growers of glads hunt for and prefer somewhat loose or sandy soil, mainly because the crop is planted, cared for and harvested much easier in such soil than in heavy ground. But some of the old-timers in the game consider that the strongest bulbs can be grown in rather heavy soil. However it would be hard to beat the quality of bulbs that I've seen grown in sandy fields.

How to Prolong Blooming Season

There are still other ways to prolong the blooming season of your glad plantings. Large bulbs usually bloom a little sooner than the medium sizes and a good bit earlier than the small bulbs. So if mixed sizes of bulbs are planted at the same time there will be a long period of cheerful blossoms in your glad plot.

Furthermore there's a big difference in the various varieties as to time they bloom after planted. Some very early, some medium and others very late. So even though planted all at same time an assortment of varieties will supply spikes of bloom for weeks. Finally, some varieties send up not only the main spikes, but also side shoots or spikes, the latter blooming later than the main spike. And now comes the Los Angeles "CUT AND COME AGAIN" glad, that even sends up additional spikes from the stump of spike left after cutting the original 6 or 8 inches from the ground. Los Angeles does not always perform this way, but often does. It and Nancy Hanks, as well as some others, make side spikes also, a feature that adds much to their value for landscape planting, as a continuous display of bloom may be had for several months; if this is what you want, be careful when cutting any of the original spikes. Don't cut too low lest you destroy the coming side spikes.

The smaller bulbs should be planted before June 1st, as they take longer to come to blooming stage, and to produce new bulbs of good strength for the next season. Save your largest bulbs for the quite late plantings.

Largest Bulbs Not Always Best

Do you know this: That with some varieties of glads you get better exhibition spikes from Nos. 3 and 4 bulbs than

from the largest size. This is true of Douglas and some others. A No. 3 bulb if grown from bulblet or a small bulb, is hard to beat for producing fine spike of bloom. Often you get more spikes from larger bulbs, but the difference in cost makes it about a stand-off, so does not matter much whether you buy largest bulbs or good strong medium sizes. The medium and small bulbs are almost always much better for making a nice lot of bulblets and increasing stock fast.

Those Elusive Shades in Glads

We might as well understand once for all that white glads may be somewhat spotted or tinged with pink or lavender at times. This does not mean that the one who describes the glad as pure white is a cheerful liar. Certain conditions of soil, fertilization and season will cause this. The more iron in the soil the greater tendency to color in white glads.

And for the same reasons many glads normally lavender or clear pink may show streaks and splashes of a deeper color. Few if any self-colored glads are immune from this. So don't condemn a glad or have a fit about it if these conditions occur at times. Bulbs from these same plants may produce clear colored petals the next season, and vice versa.

So if I've learned anything the past few years, from observations in my own gardens, and from inspecting glads in my travels, it is this: Never to be hasty in condemning a variety.

To Get 100% Returns from Blooms

To get the most from cut glads be sure to pull or cut off all faded blossoms daily, and at same time cut off an inch or two from bottom of the spike, cutting on a slant to let the water into the stem freely. Many glads open up nicer indoors than out, and the colors are sometimes more charming under artificial light than as seen by daylight. So cut some of the glads at least. Also, there will be some sick or shut-ins near that would be greatly cheered if a bouquet of glads is brought in. Glads are especially fine for a sick room, because the buds develop into open blossoms from day to day just as though in the garden, lasting a week or so. It's a joy to watch them from day to day.

If the glads are left to bloom in the garden and the planting not too large, it is well worth while to go over them every day or two and pull off faded blossoms of spikes with more buds to open, also cut off all bloomed-out spikes. Makes a world of difference in keeping the display neat and pleasing.

Open Season for Buying

Some buyers lose out by ordering a certain size with no second or third choice as to size. Often when the grower gets his stock counted out for his orders he may be short on one size but have a surplus of others. By the time he returns your money, and you try elsewhere and fail, then go back to the first grower for another size the whole supply may be gone.

I find a much better way is to tell the grower the size I prefer, but say also that he may send me some each of several sizes, so as to average both size and price. All the small sizes are valuable and it really doesn't matter so much after all, as one gets more the smaller they are. But leave it to the grower to some extent. He will likely treat you liberally for helping him handle your order with the least amount of trouble and correspondence, and sell out his sizes more evenly.

How to Buy Planting Stock

See
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Time was when glad bulbs were bought mostly in the spring. But fall and early winter buying is gaining favor from year to year. This for the reason the customer is more likely to secure just the kind and sizes of bulbs ordered and desired. Just another case of the early bird. Prices often lower also. With the new stocks in his own possession, the buyer is likely to give the best of care during the winter. This is especially important with bulblets. The failures I've had with bulblets have usually been from stocks delivered to me in the spring instead of fall.

Everything considered, early buying has many advantages, especially for those who are growing favorite varieties for profit. You could afford to pay more in fall than spring in order to get what you want. I buy in fall almost exclusively.

"Over the Back Yard Fence"

Well, folks, here we are, at the end of the line. All out here!

But if you have enjoyed this ride, or received a few helpful pointers, you might be interested in another trip through my spring catalogue. This will be ready to mail you along about January 25. May not be better than other catalogues, but is at least different. One-fourth the catalogue space is given to informal talks on gardening, entitled, "*Over the Back Yard Fence*." The catalogue, including these helpful garden suggestions, is free. Just send me your name and address and I'll put you on my list for a copy.

J.D.

Long's Freesias, Oxalis and Crocus

From

J. D. Long

Boulder, Colorado

Return Postage
Guaranteed



Freesias

FREESIAS for pot culture. Very beautiful, graceful and delightfully fragrant. Improved Purity strain. (White.) Extra fine large bulbs. Doz. 50c; 25 for 95c, prepaid.

Culture: Freesias do best if potted in September, left outdoors until danger from frosts, then taken into the house. Place the pots in or near window. Will bloom from January on. (Later planting also O. K.)

OXALIS for indoors. For pots, also hanging baskets. Yellow only (Buttercup), the most satisfactory. Doz. 50c; 25 for 90c, prepaid.

CROCUS. Colors, yellow, white, purple. Any color. Doz. 40c; 100 for \$3.00. Mixed: Doz. 35c; 100 for \$2.40, prepaid.



"That's Me—J. D."

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